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# ONE TEAM



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## Senate Bill 1556 -- Right of Publicity

1. SB 1556 confirms and codifies Michigan's common law right of publicity.
2. The right of publicity is the right to protection from the appropriation of one's name or likeness for another's commercial advantage.
3. SB 1556 codifies the fact that the right of publicity continues after death and clarifies that the post mortem right lasts 50 years.
4. The bill also defines key terms, including an appropriately broad definition of "attribute" that encompasses the various aspects of a person's personality that have been recognized by the courts as being worthy of protection.
5. The bill protects Michigan citizens from the unauthorized commercial exploitation of their identities.
6. The bill makes it clear that the right of publicity is freely transferable.